

# **Out of Home Action Plan: Monitoring and evaluation plan**

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## Background

The VEC has a role to provide education and increase awareness of electoral matters (Electoral Act, 2002). We aim to engage electors across Victoria, particularly those that are currently under-represented (VEC Diversity and Inclusion Framework, 2020).

Our Out of Home Action Plan aims to increase access to electoral information and increase electoral participation for people experiencing homelessness and people in prison (serving a sentence of 5 years or less), collectively known as the out-of-home sector.

## Monitoring and evaluation overview

This plan outlines a process and outcome evaluation using mixed methods to determine how effectively we have implemented the Out of Home Action Plan. Program logics detail the activities that will contribute to outputs and outcomes that produce our intended impacts. These logics guide the evaluation (see [Appendix 1](#) and [Appendix 2](#)).

The process evaluation will explore:

1. the extent to which all activities were implemented as planned
2. the effectiveness of the Out of Home Advisory Group
3. the 2022 Democracy Ambassador program relating to the out-of-home sector
4. the reach of the 2022 Voting Matters and Myth Busting campaigns
5. the quality of sector sponsorships and partnerships
6. out-of-home sector access to electoral education through the Democracy Ambassador program
7. how much the VEC has improved its knowledge of, and engagement with, the out-of-home sector
8. barriers and enablers to implementing the Out of Home Action Plan
9. the strengths and limitations of the Out of Home Action Plan.

The outcome evaluation will explore the extent to which:

10. stakeholders improve their understanding of the VEC, and the importance of electoral participation
11. homelessness stakeholders are more likely to help their clients enrol and vote in elections
12. more people experiencing homelessness enrol through the no-fixed-address form
13. more people experiencing homelessness vote through specialist mobile voting and/or postal voting
14. more eligible people in prison vote through postal voting.

Data collection for the evaluation includes:

- the 2022 Advisory group survey
- interviews or surveys with stakeholders
- interviews with the program lead and internal stakeholders
- enrolment and election data
- 2022 campaign data
- program data.

## Scope

Because of time limits, we aren't able to assess project outcomes over a longer term. The evaluation will not assess whether activities of the Out of Home Action Plan cause enrolment and voting outcomes.

Enrolment and voting data for people in prison is very limited. The evaluation could help inform future research.

## Expected timing of monitoring and evaluation activities

KEY TASKS	TIMEFRAME
Develop data collection tools	April to May 2022
Data collection	Ongoing to June 2023
Data analysis	June to October 2023
Quarterly and annual monitoring and reporting	Ongoing
Evaluation report	October 2023
Dissemination/knowledge translation activities	November 2023

## References

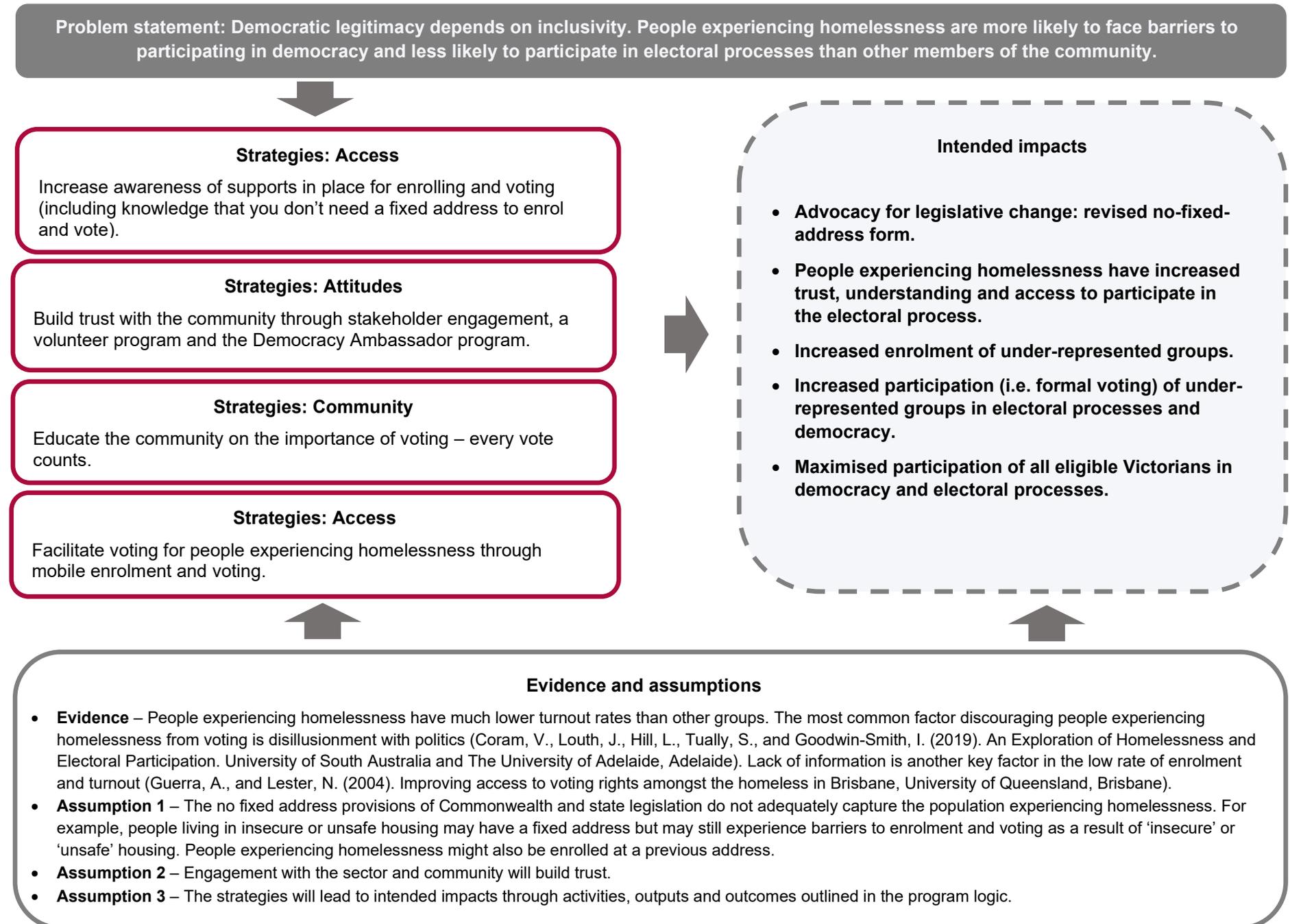
*Electoral Act 2002* (Vic)

Victorian Electoral Commission. (2020). *Diversity and Inclusion Framework – Final 2021* (unpublished)

Victorian Electoral Commission. (2021).

<https://www.vec.vic.gov.au/about-us/publications/selections-2021/strategy-2023-update>

## Appendix 1. Out of Home Action Plan program logic – People experiencing homelessness



## Activities

- Review no-fixed-address form
- Promote freecall 1800 number
- Deliver SE2022 campaign
- Provide SE2022 specialist mobile enrolment & voting
- Recruit, train and support Democracy Ambassadors with lived experience/connection to homelessness
- Stakeholder engagement
  - consult with key stakeholders
  - expand sponsorships and stakeholder projects
  - attend stakeholder events
- Support the VEC Out of Home Advisory Group
- Implement VEC corporate volunteer program
- Conduct VEC resource review - language & appropriateness
- Review data & mapping

## Outputs

- OOH Action Plan – People experiencing homelessness
- Recommendations for revised no-fixed-address Form
- 1800 freecall phone number
- SE2022 campaign
- SE2022 specialist mobile enrolment and voting sessions
- Democracy Ambassadors with a lived experience/connection to homelessness
- Out of Home Advisory Group (members/meetings/attendance)
- Sponsorship and collaboration opportunities within the sector
- VEC resources use current homelessness sector language
- Communication plan
- Monitoring and evaluation

## Short-term outcomes (6 months)

- People experiencing homelessness have better access to electoral information
- The VEC has better understanding of the barriers and solutions to accessing electoral information and services for people experiencing homelessness
- The VEC has improved understanding of data regarding no-fixed-address
- The VEC has improved relationships with homelessness stakeholders
- Increased VEC staff awareness and engagement of the Out of Home Action Plan – People experiencing homelessness

## Medium-term outcomes (>6 – 18 months)

- Campaign reach to homelessness sector
- People experiencing homelessness have increased opportunities to engage with peer to peer electoral education (COVID dependent)
- Increased number of people experiencing homelessness enrolled to vote (proxy): increase in no-fixed-address enrolment & increase in number of enrolments through specialist mobile enrolment
- Increased rate of voting among people experiencing homelessness (proxy & data dependent): increase in no-fixed-address turnout & increase in number of votes through specialist mobile voting
- VEC has robust engagement, visibility, and influence with homelessness stakeholders
- Homelessness stakeholders have greater awareness and understanding of the VEC and the importance of electoral participation
- Homelessness stakeholders are more likely to facilitate clients to effectively participate in elections
- VEC staff are participating in corporate volunteering opportunities in the homelessness sector

## Impacts

- Advocacy for legislative change: Revised no-fixed-address form
- People experiencing homelessness have increased trust, understanding and access to participate in the electoral process
- Increased enrolment of under-represented groups
- Increased participation (i.e. formal voting) of under-represented groups in electoral processes and the democracy
- Maximised participation of all (eligible) Victorians in the democracy and electoral processes



**Strategic Context**

- Out of Home Action Plan (OOHAP)
- Diversity and Inclusion Framework
- VEC Strategy 2023

## Appendix 2. Out of Home Action Plan program logic – People in prison

